

Blurred Lines: Advertising or Content?
An FTC Workshop on Native Advertising
December 4, 2013

- 9:15 **Registration**
- 10:00 **Welcoming Remarks**
Edith Ramirez
Chairwoman, Federal Trade Commission
- 10:15 **A Historical FTC Perspective: Advertorials, Infomercials, and Paid Endorsements**
Lesley Fair
Staff Attorney
Bureau of Consumer Protection, Federal Trade Commission
- 10:30 **The Wall Between Editorial and Advertising: Its Origins and Purpose**
Nicholas Lemann
Professor of Journalism
Columbia University Graduate School of Journalism
- 11:00 **Panel 1**
Sponsored Content in Digital Publications: The forms it takes and how it operates
- Moderator:
Laura M. Sullivan
Staff Attorney
Division of Advertising Practices, Federal Trade Commission
- Panelists:
Tessa Gould
Director of HuffPost Partner Studio
Huffington Post
- Todd R. Haskell
Senior Vice President and Chief Revenue Officer, Hearst Magazines Digital Media
Hearst Corporation
- Lisa LaCour
Vice President of Global Marketing
Outbrain Inc.

Chris Laird
Marketing Director, Brand Operations
The Procter & Gamble Company

Ash Nashed
Chief Executive Officer
Adiant

Adam Ostrow
Chief Strategy Officer
Mashable, Inc.

Steve Rubel
Executive Vice President and Chief Content Strategist
Edelman

12:30 Lunch Break

1:30 **The Lessons of Nauru**
Bob Garfield
Co-host of *On the Media* and *MediaPost* columnist

2:00 **Panel 2**
Consumer Recognition and Understanding of Native Advertisements

Moderator:
Michael Ostheimer
Staff Attorney
Division of Advertising Practices, Federal Trade Commission

Panelists:
Jamie Cole
Creative Director
Red Barn Media Group

Michelle De Mooy
Senior Associate, National Priorities
Consumer Action

David J. Franklyn
Professor, Director of the McCarthy Institute for IP and Technology Law
University of San Francisco School of Law

Dan Greenberg
Chief Executive Officer
Sharethrough
Co-Chair of Interactive Advertising Bureau's Native Advertising Taskforce

Chris Jay Hoofnagle
Lecturer in Residence and Director of Information Privacy Programs
Berkley Law & Technology Center

Jeff Johnson
Principal Consultant
UI Wizards

3:30 Break

3:45 **Panel 3**
The Way Forward on Transparency: A discussion of best practices

Moderator:
Mary K. Engle
Associate Director
Division of Advertising Practices, Federal Trade Commission

Panelists:
Laura Brett
Staff Attorney
National Advertising Division of the Council of Better Business Bureaus

Sid Holt
Chief Executive
American Society of Magazine Editors

Amy Ralph Mudge
Partner
Venable LLP

Jon Steinberg
President and Chief Operating Officer
BuzzFeed Inc.

Robin Riddle
Global Publisher of WSJ Custom Content Studios
The Wall Street Journal

Robert Weissman
President
Public Citizen

Mike Zaneis
Senior Vice President, Public Policy and General Counsel
Interactive Advertising Bureau

5:30

Closing Remarks

Jessica Rich
Director
Bureau of Consumer Protection, Federal Trade Commission